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Branding Style Guide

Kean University

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KEAN



Branding Style Guide

**See Where A
World-Class Education
Takes You**

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A Message From the President



Since ascending to university status in 1997, Kean University has become a significant and integral part of the higher-educational landscape of New Jersey and beyond. Our ever-increasing catalogue of programs has been strengthened by the addition of first-rate faculty and our ability to appeal to the most diverse and culturally vibrant student population in the Garden State.

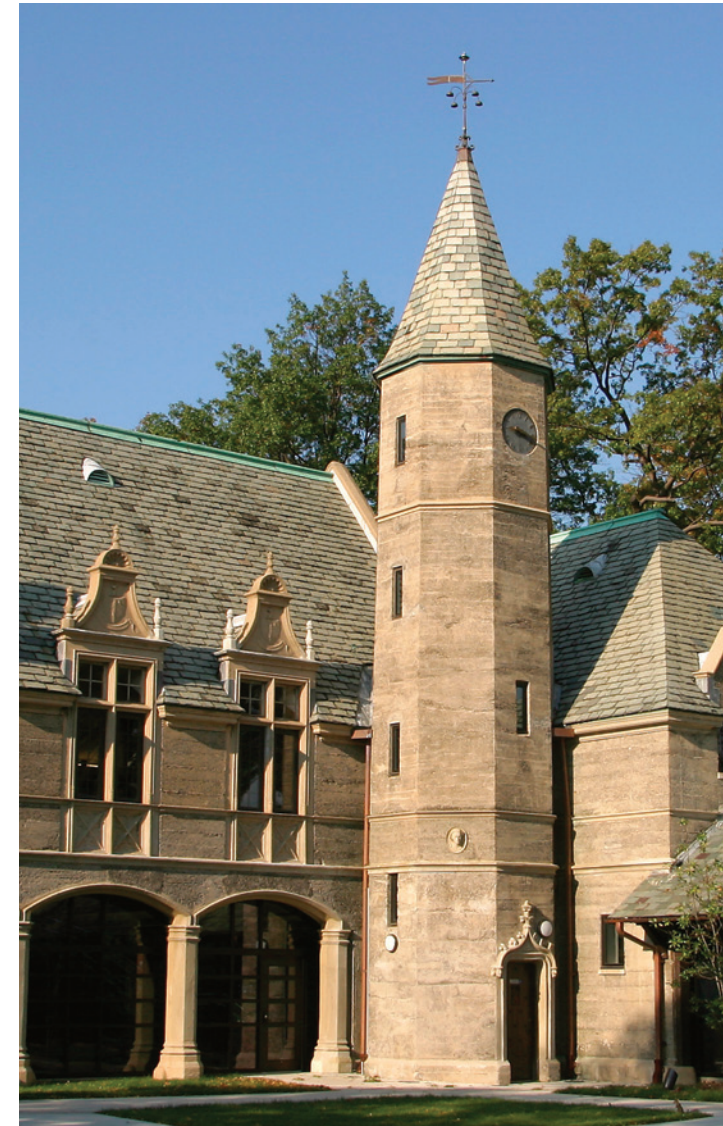
To our immediate internal community, our image and purpose is evident. But the mission of Kean University and the ideals we espouse require a distinct brand – a consistent image and message that represents the institution to the larger population it reaches every day.

To that end, Kean University has specific images, logos, colors and fonts that visually communicate the brand of this University. These images, when utilized correctly and consistently, greatly enhance our ability to present a unified, easily identifiable brand, not only to our existing constituency groups, but also to those we aspire to attract as well.

Please familiarize yourself with the requirements of this Kean University Branding Style Guide and employ the styles endorsed within. Proper, consistent branding is the best way for us to ensure that the quality and excellence already present on our campus is communicated to the public beyond our gates.

A handwritten signature in black ink, reading "Dawood Farahi".

Dawood Farahi, Ph.D.
President



1.2 Resources

Resources

To access and download approved logos, brandmarks, designs, photos, fonts, stationery or any templates, go to:

www.kean.edu/brand

For assistance with publications, presentations, business cards, please contact:

Office of University Relations
Hutchinson Hall, 2nd Floor
908-737-NEWS (6397)

or go to www.kean.edu/ur

All promotional material for events or programs must be submitted to the Office of University Relations for approval at least two weeks prior to the event. Send prospective designs to:

Joey Moran
Creative Director
Office of University Relations
908-737-0580
jmoran@kean.edu

For procedural questions or other inquiries, contact the Office of University Relations.



seal

logotype



KEAN

vertical or stacked version



WORLD-CLASS EDUCATION

brand with tagline

2.1 Brandmark Usage

Our Brandmark

The Kean University brandmark is the principal symbol of Kean University and must appear on all official University communications as it appears to the left.

The primary, and preferred, version is the horizontal format (seal to the left, Kean to the right). A vertical format (seal centered over Kean) may be used in certain instances where the primary version does not fit. The seal may be used alone as a design element and the words Kean University may also be used without the seal, but only in the University approved fonts (see page 6).

Our brandmark consists of 2 design elements:

1. Kean seal
2. KEAN logotype

The brandmark may also be used with the addition of the “World-Class Education” tagline.

The following elements must appear somewhere on all publications:

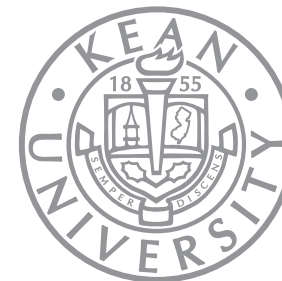
1. Kean seal
2. Kean University
3. 1000 Morris Avenue, Union, NJ 07083
4. website: www.kean.edu
5. Phone number – usually (908) 737-KEAN (5326) unless otherwise specified



Black



540 Pantone



50% Black



White

*The Kean seal, when used as a design element in conjunction with the brandmark, may be used in shades of gray or varying opacity, but the **full brandmark should only be used in Kean blue, black or white.***

2.2 Brandmark Usage

Correct Color Usage

Kean University’s colors are blue and silver. Our official primary color, using the Pantone Matching System (PMS) solid coated formula guide, is PMS 540:



Kean Blue
Pantone 540

Supplemental colors may be use to complement or highlight the primary color:



Gray

Pantone 430



Light Blue

Pantone 543

Ideally, the brandmark should be presented in Kean blue or knock-out white on a Kean blue background. It may also be black (for black and white documents), as well as silver and gold for special, formal occasions. (Using silver or gold requires approval from the Office of University Relations).

To reinforce the brand, it is good to use Kean colors in official publications. Although it is preferable to use Pantone 540, it is acceptable to use variations of blue including navy, royal and light blue. (note: the Kean brand should only be used in Kean blue, black or white.)

A good CMYK representation of Kean blue is:

C 100; M 70; Y 10; K 45



Unacceptable Executions

The ability of this institution to present a consistent, uniform public image is facilitated greatly by the correct usage and representation of the Kean University brandmark. This includes employing the prescribed colors and proportions of the Kean Seal.

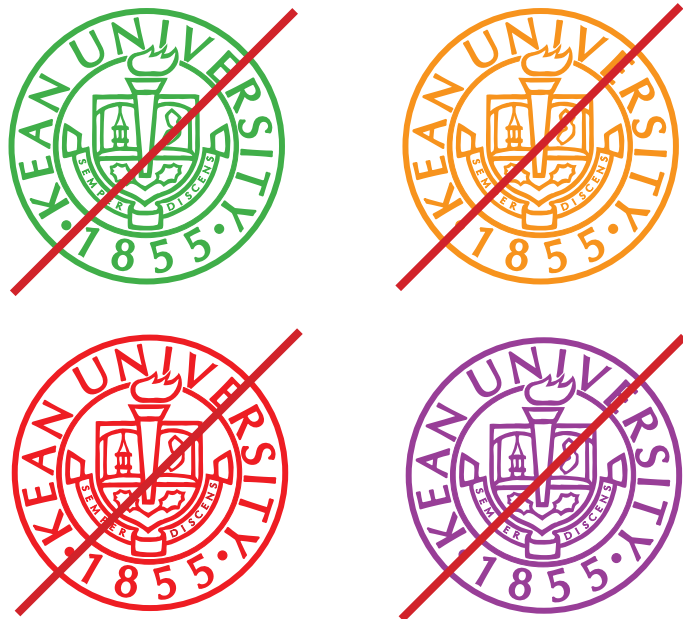
The brandmark may not be distorted, cropped, tilted, rotated, rearranged or otherwise altered in any way.



2.3 Brandmark Usage

Incorrect Color Usage

Do not use the brandmark or seal in another color besides Kean blue, black or white.



Clear Space

By keeping a clear space around the brandmark it allows it to stand out and keeps the design uncluttered. The “K” space is half the size of the letters in KEAN. (Note, no one is going to actually measure, just give the logo some breathing room so it doesn’t get crowded.)



2.4 Brandmark Usage

Fonts and Typography

Certain typefaces and fonts have been correlated with specific executions and renderings of the Kean visual identity system. Correct placement will help ensure the integrity and function of the Kean University brandmark.

“Kean” is rendered in Book Antiqua. Do not use a different font for the logo, it is not necessary to retype it, a full outlined version of the brandmark is available on the University website at www.kean.edu/brand

When used on a single line “KEAN UNIVERSITY” can be used as all caps, initial caps followed by small caps, and title case in Book Antiqua with +50 tracking.

The tagline “World-Class Education” is rendered in La Gioconda, initial caps followed by small caps, and is centered below the brandmark.

The tagline “See Where A World-Class Education Takes You” is done in an initial cap in DIN Bold without a period at the end. It can be used on a single line or broken into 3 lines keeping World-Class Education as the center line.

KEAN

KEAN UNIVERSITY

KEAN UNIVERSITY

Kean University

WORLD-CLASS EDUCATION

See Where A World-Class Education Takes You

**See Where A
World-Class Education
Takes You**

**See Where A
World-Class Education
Takes You**

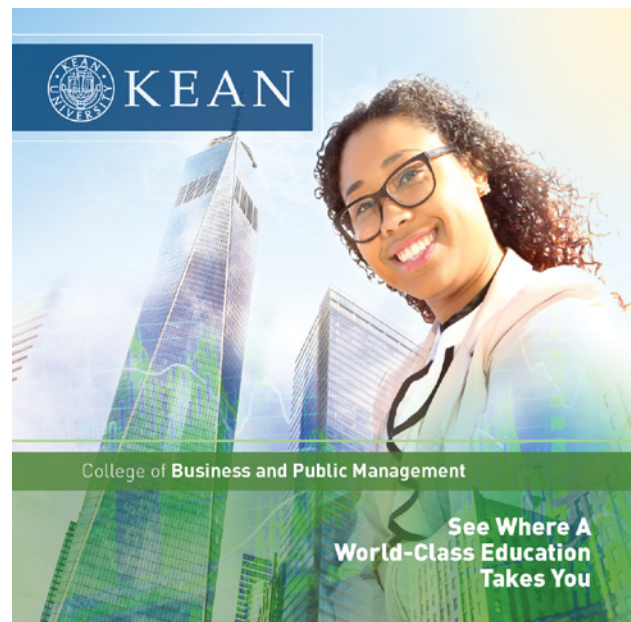
2.5 Brandmark Usage

Publications

External publications such as brochures, stationery, posters, postcards, invitations, fliers, etc. must contain the Kean brand, address, phone number and website. All publications intended for an external audience must be approved by University Relations. Publications intended for internal use, with an audience of current students or employees, are the responsibility of the sponsoring department; University Relations can provide design templates and guidance.

Background Control

When placed on a graphic or “busy” background, use a box or bar behind the logo to keep the brandmark visible.



2.5 Brandmark Usage

Placement

Correct placement will help ensure the integrity of the Kean University brandmark. The words “Kean University” or the Kean brandmark should be in a prominent space so that the publication or advertisement is instantly recognizable as a Kean document (see samples).

Size

The seal must never be smaller than 1/4 inch (for print applications) or 50 pixels (for web and video).

Print Advertisements

External advertising must adhere to brand identity guidelines to ensure consistency of the Kean University brandmark. All University advertising is designed and purchased by University Relations. All requests for advertising must have dean's approval.



2.6 Brandmark Usage

Stationery

To ensure consistent branding, all stationery, including Kean letterhead and envelopes may be ordered through Materiel Services. Business cards can be ordered through the Office of University Relations.

Within all letters generated by Kean University offices on Kean letterhead, Adobe Garamond is the preferred font, and Times New Roman is an acceptable substitute.

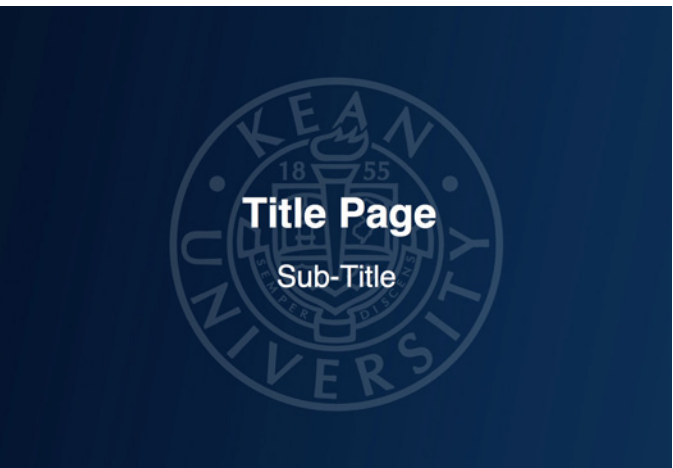
PowerPoint Templates

Consistent usage of the Kean University brandmark must be maintained within all University PowerPoint presentations. A template is available on the University Website at www.kean.edu/brand

Brochures

Departments and programs are encouraged to contact the Office of University Relations for all printing projects intended for an exterior audience, including brochures. Brochures and flyers produced by individual departments for events and programs must follow the guidelines outlined in this branding guide.

Individuals may access a template to produce brochures at www.kean.edu/brand

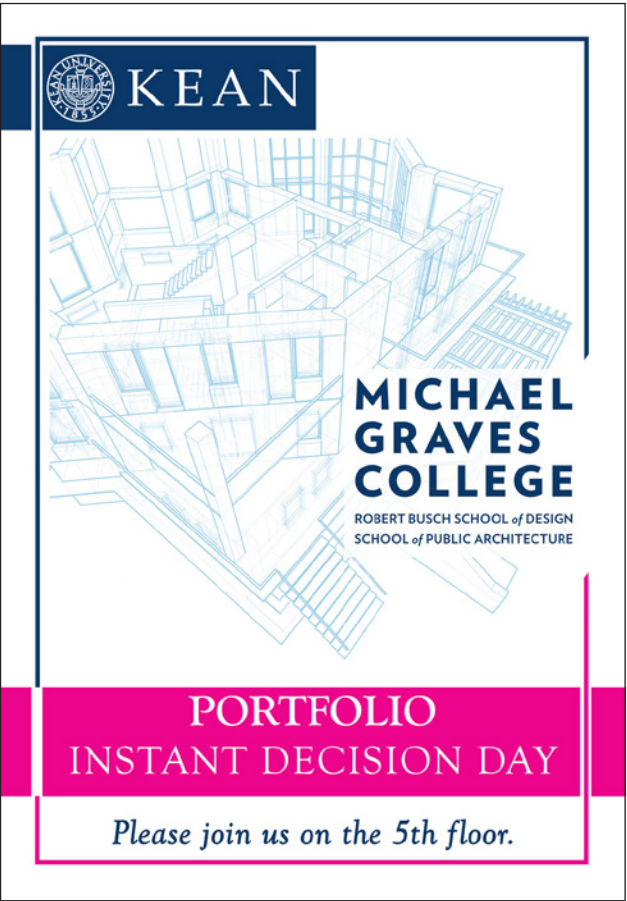
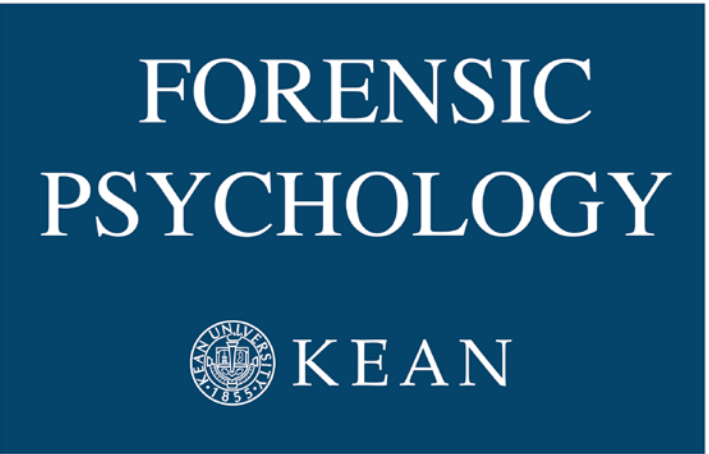


PowerPoint
Slide Sample

2.7 Brandmark Usage

Signs

Examples of correct signage for the Kean University campus are included here. Note that the full brandmark is preferred, especially for directional or informational signs intended for an external audience, but for some applications intended for an internal audience, just the seal is acceptable.



Business Card
Sample

Letterhead Sample
Left Margin: 1.25"
Top Margin: 2.5"



2.8 Brandmark Usage

Apparel & Promotional Items

These pages show acceptable renderings of the Kean University brandmark on official University apparel and promotional items such as pens, lanyards and stress balls. These examples also illustrate shirts worn by staff and apparel given to students, alumni or families at official Kean University functions such as New Student Orientation, Family Day, Homecoming, etc.

Items intended for an internal audience that are used to promote school spirit where a formal approach is not necessary, it is fine to use the athletics brand or incorporate the leaping cougar/cougar paw.

On items where the imprint area is small and the seal may not be visible (ex. pencils and pens), it is acceptable to use KEAN or KEAN UNIVERSITY. Conversely, if the item is round, it may be suitable to use only the seal in order to maximize the usable space.

Please note these guides for apparel and promo items are intended for official giveaways at University sponsored events, not for spirit wear intended for student groups or sold at the bookstore.

Please contact University Relations before ordering for guidance and approval.



2.9 Brandmark Usage

Conferences and Conventions

If you are representing Kean University at an external event, proper branding is crucial. Branded tablecloths and backdrops may be borrowed, and on-site posters and signage may be created to help promote the University.

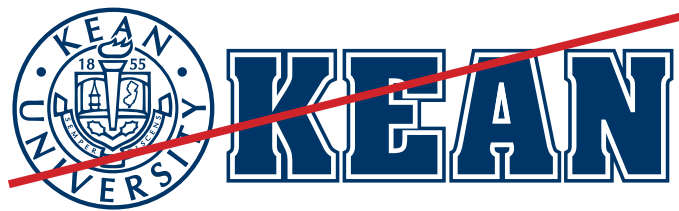
Please contact the Office of University Relations well in advance, a minimum of 30 days, as some items may take longer to produce. When requesting an exhibit design, please include the budget that the dean approved.



Correct Usage



Incorrect Usage



Do not use the Athletics brand with the seal or as an official representation on University documents. Do not use "KU" to avoid confusion with other universities, use KEAN instead.



3.1 Brandmark Usage

Athletics Brand

The bold KEAN, with and without the “claw marks”, the leaping cougar logo and the cougar paw are to be used communicate school spirit with regard to Kean University Athletics. They are not to be used as identifying marks for the University or synonymously with the Kean brandmark. They are not to be used on official University publications or stationery except by the Department of Athletics.

Kean University no longer uses the interlocking “KU” mark.

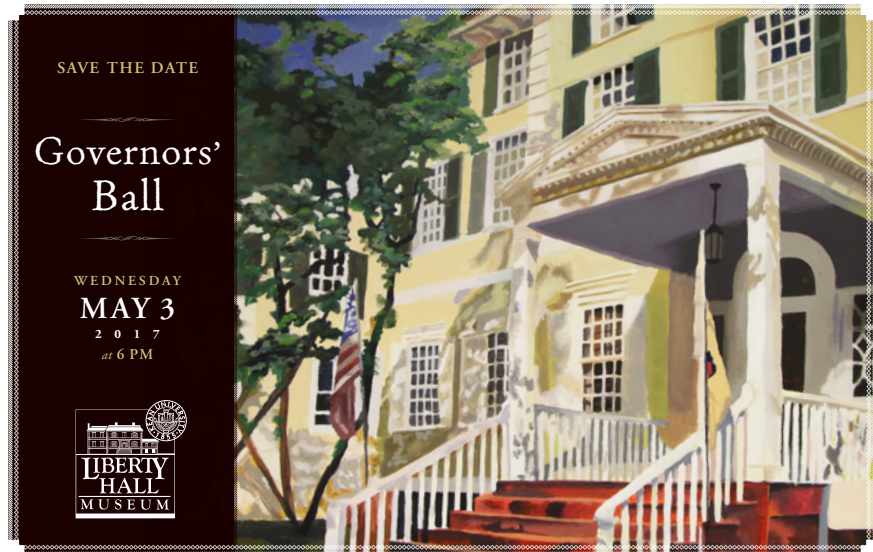


3.2 Brandmark Usage

Liberty Hall Museum

Liberty Hall Museum at Kean University is an integral part of the institution. Kean’s acquisition of this historic facility provides the opportunity for the University to provide a national historic showcase, rich in previously undiscovered American history. As such a widely visible entity, it is essential that its visual identity be consistently identifiable with Kean University. To the left, see the correct Liberty Hall Museum branding, with incorporation of the Kean Seal.

The Liberty Hall’s primary color is Kean blue (PMS 540), but the logo may also be used in black, brown or white.



College of
Business and Public Management

PMS 364; C:65 M:0 Y:100 K:40

College of **Education**

PMS 292; C:50 M:13 Y:0 K:0

College of **Liberal Arts**

PMS 2627; C:75 M:100 Y:0 K:35

College of
Natural, Applied and Health Sciences

PMS 124; C:0 M:30 Y:100 K:6

New Jersey Center for
Science, Technology and Mathematics

PMS 166; C:0 M:65 Y:100 K:5

Michael Graves College

PMS Black 6; C:60 M:30 Y:0 K:100

Nathan Weiss Graduate College

PMS 540; C:100 M:70 Y:10 K:45

3.3 Brandmark Usage

Colleges and Schools

Kean University provides a wide range of majors and programs through its various Colleges and Schools. Each College is unique in it’s offerings, yet unified in Kean’s mission of access and excellence. So, each college has its own color to distinguish itself to current and prospective students. These colors generally reflect the colors of the hoods worn at commencement (for example, science majors have a yellow-orange collar on their hood, education majors have light blue, business and finance have green, etc). Of course, these colors should also complement our primary color, Kean blue.



温州肯恩大学
WENZHOU-KEAN UNIVERSITY



KEAN
U.S.A.



KEAN
OCEAN



KEAN
online



KEAN
MICHAEL GRAVES COLLEGE
ARCHITECTURE + DESIGN

3.4 Brandmark Usage

Sub-brands

There are several logos that have been created to distinguish campuses, locations and named schools. These logos are supplemental to the primary brand and should no way replace the Kean brandmark.

Usage of these logos depends on context and should be approved by the Office of University Relations.



4.1 Photography

Style and Substance

The photography we use to represent Kean is an important part of our branding system. The images should reflect our diversity, school pride, and commitment to academic excellence and social causes. The students, alumni and faculty photos should be engaged with the viewer to create a personal connection, or actively involved in an academic, social or volunteer setting. The overall feeling should be bright and positive.

For public use, there are many photographs available electronically of buildings, events and student life on the Kean campus. For information on how to access these photographs, visit: www.kean.edu/brand





KEAN

WORLD-CLASS EDUCATION

1000 Morris Avenue • Union, NJ 07083 • 908-737-KEAN (5326)